

MESO Business Planning Curriculum

Business Planning-Core Competencies

All classes will be held at Beaverton City Hall, 4755 SW Griffith Drive

Business Basics (Week 1, September 11, 1st Floor Conference Room)

Participants can:

- Identify and understand the value of a business plan
- Understand the components of a business plan
- Connect business values to personal values
- Develop a mission statement for the business
- Identify three business goals (short, medium, and long)
- Choose a legal structure

Developing Products (Week 2, September 18, 1st Floor Conference Room)

Participants can:

- Describe their products/services
- Identify the cost of goods/services sold
- Describe the features/benefits of their products/services
- Identify their niche
- Calculate a breakeven analysis

Marketing (week 3, September 25, 1st Floor Conference Room)

Participants can:

- Analyze the market
- Develop a SWOT analysis
- Identify customers
- Develop tools to market their product/service to their customers
- Social media

Financial Statements & Management (week 4, October 2, 1st Floor Conference Room)

Participants can:

- Read a profit & loss, cash flow projection, and balance sheet
- Calculate the business' assets, liabilities, and equity
- Set business goals and plan for them financially
- Identify sources of capital to support the business (including IDAs)
- Options for accessing capital
- Understand how to read a Schedule C and C-EZ
- Understand basics of small business taxes
- Develop a record keeping system

Operations (week 5 October 9, 1st Floor Conference Room) Participants can:

- Understand insurance options available
- Assess risk tolerance level
- Evaluate the different risk management tool available in protecting against financial loss
- Licenses and insurance